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**For More Information Contact**

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**VDH 05-29**

Rebecca K. Odor, Director of Sexual and Domestic Violence Prevention (804) 864-7740  
Shannon Wright, PIO (804) 864-7741

**MEDIA ADVISORY**

**WHAT:** Stop It Now! Pilot campaign to address child sexual abuse

**WHEN:** Oct. 17 through Dec. 18, 2005

**WHERE:** Richmond Area

**WHO:** The Virginia Department of Health (VDH) is piloting a campaign in the Richmond area to introduce a new resource for Virginians to help prevent child sexual abuse. The Stop It Now! toll-free national helpline, (888) PREVENT, (888) 773-8368, offers a safe and confidential opportunity for adults who are concerned about possible sexually inappropriate behaviors directed toward children to take appropriate steps toward promoting the safety of children and accountability of perpetrators. The campaign will consist of billboards, bus transit ads and radio ads in the Richmond area.

**WHY:** Child sexual abuse is a problem in Virginia. According to a 2004 report released by VDH, one in four women and one in five men have been a victim of child sexual assault. Adults perpetrated 71 percent of assaults against children, and almost half of the perpetrators were identified as family members. Adults in the community have a responsibility to recognize inappropriate behaviors in people they know and help prevent child sexual abuse.

For more information about the Stop It Now! campaign, visit  
[www.vahealth.org/civp/sexualviolence](http://www.vahealth.org/civp/sexualviolence).

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